

# Lesson Notes

Mike Buontempo is currently running **millions of dollars a month** in ads for various clients.

Go to [anikpodcast.com](http://anikpodcast.com) to see three episodes Anik has already done with Mike.

→ [Episode #44](#)

→ [Episode #45](#)

→ [Episode #116](#)

Today's topic is all about the types of ads on Facebook.

## The 3 main types that Mike uses are

→ Video Ads

→ Image Ads

→ Carousel Ads

## Image Ads

Types Of Images To Use

→ Images of you in action

- On stage
- Talking to someone
- Driving a car
- Any kind of action that tells a story

→ Caricatures

- Things that will stand out in the newsfeed
- Mike has his team design them
- You can search google images for ones that don't have rights to them
- You can also use Adobe as a paid option

→ Memes

- These get shared a ton
- They are funny so people like them
- One of his clients was getting leads at \$6-\$7
  - They threw a catchy meme in there and got leads down to \$2
- The great meme ads will sit at 3-4% CTRs and keep going for a long time
- Mike had a campaign for a webinar sitting around \$5-\$6/lead for a month
  - Then he launched a meme ad which had a super high CTR, tons of shares, and killed it for a very long time
- He modeled the brain growing meme for his client that was popular and getting a ton of shares on Instagram
- Memes work better with Lead Gen because it is a simpler ask than a purchase
- You can look for meme's on Instagram that are very popular and rework them for your offer

## Video Ads

Video Ads Overview

→ Keep them to 2-3 minutes

→ Open up with a hook - the big idea for the ad

→ Ask a question that identifies the user

- "Are you struggling with driving new leads to your business?"

→ Introduce who you are, what you do, and build credibility

- "Hi, Mike Buontempo here. I've been using Facebook Ads to bring in new clients for my business for the past 11 years and I want to show you how you can as well."

→ Share that it is a system that other big names have used

→ Throw in a testimonial

→ Start talking about the actual product/offer

→ **Example: Testimonial Montage** - spliced 4 testimonials for his audiobook together for the video ad

→ **Example: Client Accelerator** - Opened up with a video of his bank statement to capture attention.

- Introduced who he was
- Started pitching the webinar
- Showed who has had success with the webinar
- Gave them another CTA to sign up

→ **Example: You can do the contrarian angle** - The market is saying one thing, here's what is actually true

- The market believes you can only get clients with cold calling, but actually you need to be running Facebook Ads since you'll be able to presell them and the clients will then be chasing you
- Here's exactly how you do it

→ **Example: Product Walkthrough Retargeting Ad** - They attended a webinar for your membership site but didn't join.

- The ad could be screen sharing what they'll get in the membership site when you join
- Go through each module for 5-10 minutes and then pitch them to join

Types Of Video Ads To Use

→ You can use powerpoint but you will need very good copy

→ Face To Camera - a person talking on camera with B-roll footage that can be edited in to keep the audience's attention

→ You can do animation as well, but Mike has seen the most success with Face To Camera

## Carousel Ads

Carousel Ads Overview

→ Multiple images/videos and calls to action

- People can scroll through them

→ Mike uses carousel ads more for retargeting ads using testimonials to get people to book a call or purchase the product/offer

→ He has done them for cold traffic, but they don't do as well as Image Ads or Video Ads

→ They haven't done any caricatures or memes in a carousel ad

These 3 ad types are what you will drive most of your results from.